



PLM Interest Group

Target-Oriented PLM

Having the confidence to set and publish Targets for PLM is a sign of a well-run implementation. It provides focus, motivation and clear evidence of success.

This is not a book, or theoretical treatise. It is a hands-on instruction manual for instilling year-on-year PLM improvements that everyone can buy into.

Roger Tempest, PLMIG Co-Founder

0 Executive Summary

PLM planning tends to be very technical and inward-looking. It focuses on what has to be done, and the difficulties of doing it.

It tends to be done by the PLM Team, the Steering Group and a close circle of Stakeholders, and the measurement of success tends to be similarly hidden.

People work better when they can see a picture of what they are working towards. PLM Teams are more effective if they are bold enough to aim for specific and well-publicised results. The greatest progress is achieved by aiming high, setting challenging targets, and getting everyone on board to achieve them.

Target-Oriented PLM is a method of putting PLM progress on a fast track, and using publicity and expectation to drive results. It is a way of being sure that your implementation is going in the right direction for the business, and pulling it along that path at optimal speed. Over time, it creates a natural, annual regeneration of the PLM horizon that advances towards Full Maturity year on year.

Target-Oriented PLM is a very specific, structured process that provides a Navigation Template for the PLM Team to Orientate and Diagnose the current situation. It draws in Stakeholders to help with the evaluation and generate improvement possibilities, and shows how to Calibrate the findings into an updated set of enhanced project plans.

It goes further than conventional methods, by expressing the complete planning framework in terms of targets, to increase clarity and establish a logical framework for measuring progress.

The exercise of translating into Targets and back into plans is a chance for an informal but effective review of where PLM is going, and what it can achieve. The bar can be raised, so future development is faster and more comprehensive, and covers more ground.

This *Target-Oriented PLM* methodology shows how to establish the most effective target set, and then re-iterate every year with a drumbeat of clear and proven achievement. It raises the profile of PLM planning and makes a feature of the benefits that PLM will achieve, in order to revitalise and optimise the way that PLM evolves through the enterprise.

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